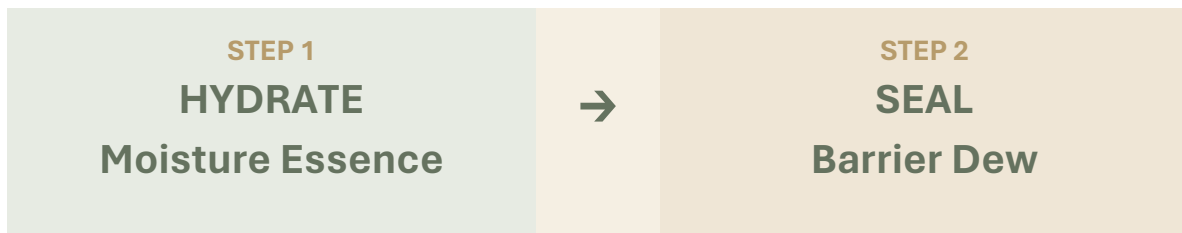


THE CASE FOR BIOVOLTÉ BARRIER DEW

Why a completely water-free lipid formula makes sense — and why hydration comes first.



Most conventional moisturizers combine water and oils in one cream or lotion. BIOVOLTÉ deliberately separates the two jobs: first give the skin hydration, then help keep that hydration from escaping.

HEALTHY-LOOKING SKIN NEEDS TWO THINGS

1. HYDRATION

Water must reach the outer layers of the skin. BIOVOLTÉ Moisture Essence is the water-based hydration step.

2. RETENTION

That water then needs help staying in the skin. BIOVOLTÉ Barrier Dew is the water-free lipid step designed to reduce moisture loss.

Skin naturally loses water to the surrounding air. Scientists call this Transepidermal Water Loss (TEWL). When the skin barrier is dry, stressed or compromised, water can escape more easily — leaving skin feeling tight, rough or uncomfortable.

THE SKIN BARRIER: THINK “BRICKS + MORTAR”

SKIN CELL	SKIN CELL	SKIN CELL	SKIN CELL
SKIN CELL	SKIN CELL	SKIN CELL	SKIN CELL
SKIN CELL	SKIN CELL	SKIN CELL	SKIN CELL

The “bricks” are skin cells that hold water and Natural Moisturizing Factors. The “mortar” between them is made of skin lipids. When that lipid barrier is weakened, moisture can escape more easily.

WHY LIPIDS MATTER

A well-designed lipid formula does not simply add more water to the surface. It creates a soft, protective emollient and occlusive layer that helps reduce the rate at which moisture leaves the skin.

WHY BARRIER DEW CONTAINS NO WATER

Water is essential for hydration, and there is nothing wrong with water in skincare. But water applied to the skin does not remain there indefinitely: some hydrates the outer layers and some eventually evaporates.

BIOVOLTÉ therefore gives water and lipids different jobs. Barrier Dew is not another conventional water-and-oil emulsion. It contains no added water at all. Its formula concentrates on RETENTION — the second half of the hydration equation.



Moisture Essence provides the hydration. Barrier Dew provides the seal. This is the BIOVOLTÉ philosophy: HYDRATE FIRST. THEN SEAL.

WHY NOT PUT EVERYTHING INTO ONE CREAM?

Traditional moisturizers can be very useful. They combine water and oil with emulsifiers and may include humectants, emollients and occlusives in one product. BIOVOLTÉ deliberately chose another route so each formula can concentrate on a different function.

MOISTURE ESSENCE

The water-based step. Humectants and Paul's Electrolyte Signature Complex help support hydration in the skin's upper layers.

BARRIER DEW

The lipid step. Because it is completely water-free, every drop belongs to the lipid phase. A very small amount can spread across the skin as a lightweight protective veil.

The principle is simple: do not think only about adding water. Think equally about how readily that water can escape.

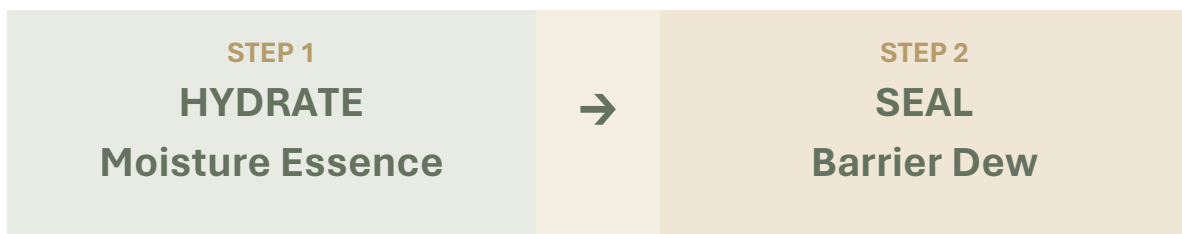
WHY THE SEAL MATTERS

WITHOUT ENOUGH LIPID PROTECTION	WITH A LIPID-RICH SEAL
water ↑ ↑ ↑ SKIN SURFACE moisture is lost more easily	water ⇅ BARRIER DEW helps slow moisture loss

A lipid-rich layer is water-resistant, not airtight. Healthy skin must continue functioning normally. The goal is simply to reduce excessive moisture loss and support the skin's natural protective barrier.

WHY DEW COMES AFTER ESSENCE

A water-free lipid product is excellent at helping retain moisture, but oil does not hydrate skin by supplying water. That is why Barrier Dew is not presented as a stand-alone answer to hydration.



After cleansing, apply Moisture Essence first. While the skin is still hydrated, apply only a few drops of Barrier Dew over it. The Dew then helps reduce the loss of that moisture to the environment.

IN HOT & HUMID CLIMATES

Only a few drops are needed. More is not necessarily better. The aim is a very thin, comfortable lipid veil — never a heavy or oily layer.

AN OLD PRINCIPLE, REFINED BY MODERN SKIN SCIENCE

Long before modern cosmetic emulsions existed, people protected exposed skin with naturally occurring oils and fats. They did not have today's language of ceramides, Natural Moisturizing Factors or TEWL, but experience taught them that a lipid layer could help protect skin from harsh environments and drying.

Modern skin science gives us a clearer understanding of why the skin's lipid barrier matters. BIOVOLTÉ takes that old principle and applies it through modern formulation: Barrier Dew does not replace the water skin needs — it helps protect hydration that has already been provided.

THE BIOVOLTÉ DIFFERENCE

Most skincare routines think of moisturizing as one step.
BIOVOLTÉ sees two separate needs:

**GIVE THE SKIN MOISTURE.
THEN HELP THE SKIN HOLD ONTO IT.**

**BIOVOLTÉ MOISTURE ESSENCE — HYDRATE.
BIOVOLTÉ BARRIER DEW — SEAL.**

Two different jobs. Two complementary formulations.
One complete approach to longer-lasting skin hydration.

HYDRATE FIRST. THEN SEAL.